



"Pittsburgh"

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1189 115412

SHOW WINDOW LIGHTING



CATALOG No. 22

August 1924

GUARANTEE

We absolutely and unconditionally guarantee that the backing on "Pittsburgh" silver plated glass reflectors will not crack, check or peel and that the silver will not tarnish for a period of five years from the date of purchase.

PITTSBURGH REFLECTOR COMPANY

Formerly PITTSBURGH REFLECTOR AND ILLUMINATING CO.

Specialists in Show Window Lighting

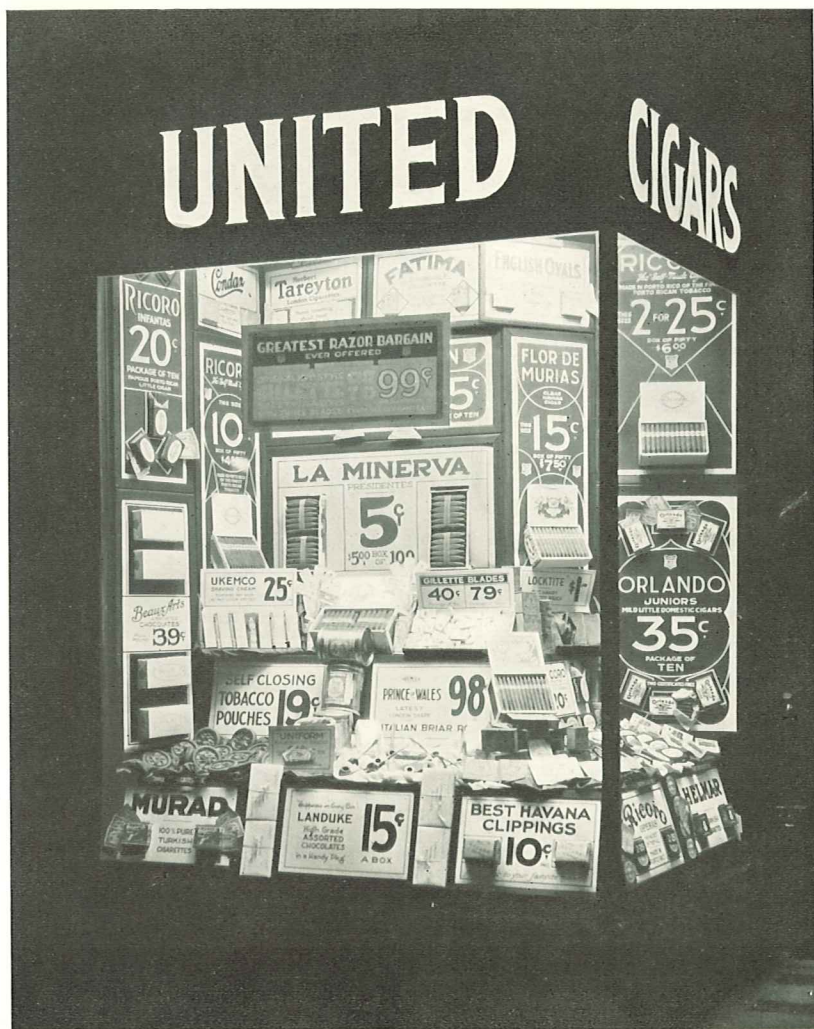
Bowman Building, Third Avenue and Ross Street, Pittsburgh, Pa.

Factory: Irwin, Pa.

Baltimore: 506-508 St. Paul Place
Des Moines, Iowa: 226 Frankel Building
Louisville, Kentucky: 307 Keller Building
New York City: 145 West 41st Street, (at Broadway)
San Francisco: 90 New Montgomery Street

Chicago: 565 West Washington Street
Los Angeles: 1207 East Sixth Street
Philadelphia: 235 South Eighth Street
Salt Lake City: 419 Dooly Building
Seattle: Terminal Building

Syracuse: 719 University Building
Toronto, Ontario: Wilson Illumination Co., 237 1/2 Yonge Street



More than 200 United Cigar Stores in Chicago and Middle West use "Pittsburgh" illumination in their windows.

MAKE YOUR WINDOWS WORK FULL TIME

YOU have a heavy investment in your show windows — in the cost of special fronts and backgrounds, in their proper proportion of the rent, clerk hire, taxes, insurance, depreciation, investment in stock and other overhead items, in the cost of dressing the windows and in cost of electric current and lamp renewals.

You have put a lot of money into your show windows, because you realize their selling power. But do you make your windows work full time?

It is at night that show window displays are most effective; people on the streets then have more leisure to "window shop" than in the busy daytime hours and the contrast of brightly lighted windows against the surrounding darkness compels attention and stops a larger percentage of the passing people to study the display.

No matter how little value you place upon your show windows, you would not purposely draw the curtains each day to hide the displays. But is that not just what is done if the light be turned off too early at night or if less light be used in the windows than is required to light them properly?

Your store may be closed in the evening and you and your clerks be at home, but your show windows should continue to work for you far into the night.

If a salesman persistently loafed a third of the time he would not long remain in your employ. Windows that are not lighted at night, or that are poorly lighted, are silent salesmen loafing — not doing all the work they could and should.

Just as people dislike dark streets and avoid them when they can, just as the back street brightly lighted becomes



Christmas — 1922 Display, Kaufman's, Inc., Pittsburgh



J. L. Hudson Company, Detroit



Dancer-Brogan Company, Lansing, Mich.

the white way and the crowds flock to it, so people are drawn to the store or show case that is rightly lighted.

Many a store on a side street gets better results from its brightly lighted show window than other stores with poorly lighted, better displays on the main street of the town. The contrast of the rightly lighted windows with the dark stores on either side, pulls people there from blocks away; and the dark show windows on the well-lighted streets receive hardly a glance as folks pass by.

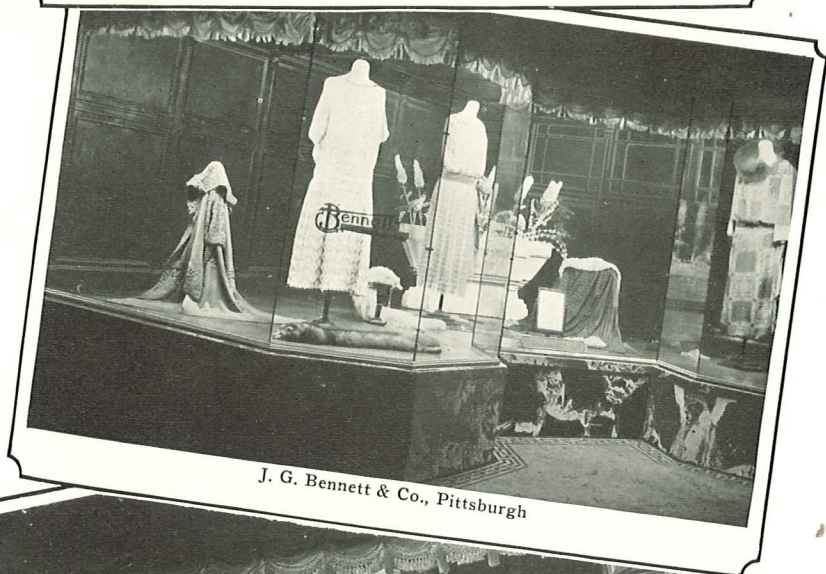
And on the "Great White Way" where the blaze of light has already drawn the crowds, you *must* have the best lighting in your windows if you are to compete with all the other dazzling light outside. The crowds are on the "Great White Way" and you can't afford to let them pass your store without attracting their attention to your show windows.

PEOPLE—LIKE MOTHS—ARE ATTRACTED BY LIGHT!

LIGHT draws people to it as a lamp attracts the moths. A show window rightly lighted catches the eyes of folks across and down the street, and like a magnet draws them to your store to look at the displays in your windows and to think about the goods you are offering them.

"Window lookers" tonight are the "shoppers" of tomorrow. The well-lighted window is your best, though a silent salesman, working for you long hours after the store has been closed and all the clerks have gone home.

Are you satisfied with the results from your show windows? Do enough people in the passing throngs slow down or stop to view the goods which you have so carefully displayed?



If you would have your show windows more attractive at night, if you want bigger returns from the time, thought and money that you have put into the window displays, if you would increase the number who shop in your store —

Then make your store a bright spot on the street, put more light in your show windows, flood the goods on display with light, but do it in a way that will not blind the eyes of those who stop to look.

SPECIALISTS IN WINDOW LIGHTING

THIS company and its predecessors have been making silvered glass reflectors for almost twenty years and have specialized in the lighting of show windows and other sales displays. In that time, we have helped many of the largest merchants in the world, and thousands of the smaller stores, to improve their show window lighting and thereby increase their sales.

Naturally we have accumulated a fund of information that is helpful to anyone who wants better lighting in their show windows. This information and experience is at your service.

To enable us to make specific suggestions that will help you get the best lighting possible in your windows, send us a rough pencil sketch of the floor plan of the windows to be lighted, marking on it the length of the glass in each window, the distance from glass to background, from floor to ceiling, from floor to transom bar (if any), height of background (stating what part of it is of glass, if any), and also mentioning the nature of the display.

DON'T BE CONTENT WITH TOO LITTLE LIGHT

MANY, especially among merchants, are content with too little light. Or they forget that light is "to see by and not to look at," and make the serious mistake of blinding passers-by to their displays by using exposed lights in the windows.

It is easy to increase greatly the number of "window lookers" through the right use of more light; and the cost is but a trifle of electric current — a negligible cost as compared to the increased results and greater profits.

Indeed, it often happens that no more current is needed but merely the use of the right reflectors to gather up the light that is being wasted on sidewalk and ceiling and concentrate it all upon the display.

WHAT 106 TESTS PROVED

TO learn definitely what effect more light has on results from show-window displays, investigations were recently made by lighting engineers of the Edison Lamp Works and of the National Lamp Works.

In these tests, show windows of four stores in two widely separated cities were lighted with Mazda "C" lamps in silvered glass reflectors, in three circuits of 15, 40 and 100-foot-candles of illumination.

106 tests were made — on fair and on stormy nights; when crowds were small and when crowds were large; on mid-week nights, on Saturdays, on holidays. Every condition possible was obtained in order that the average of results might be practically accurate.

The 106 tests showed that as compared to a 15-foot-candle level of illumination, 40-foot-candles stopped or

slowed down 33% more people to view the display. 100-foot-candles stopped 73% more people than the 15-foot-candle level did.

Other tests have shown that the cost of lighting windows rightly is small. In certain windows 21 feet long by 8 feet deep, which it was estimated were selling \$100.00 of merchandise per hour when lighted to a 40-foot-candle level, sold \$130.00 per hour when the light was increased to a 100-foot-candle level.

At the 40-foot-candle level the cost was 8c per hour for electric current and lamp renewals; at the 100-foot-candle level the cost was 20c.

For the 12c per hour additional, sales were increased \$30.00. The additional 12c per hour in cost would be justified were the sales increased only \$1.00 per hour.

THE FOUR PRINCIPLES OF WINDOW LIGHTING

SIMPLE as these four principles are, they are often violated. Many a merchant unconsciously is helping to defeat the work of his sales displays, by poor lighting.

In the *first* place, the source of the light should be concealed, particularly in these days of concentrated intense light sources.

Any light that shines into the eyes of the "window shopper" is almost as bad as none; it does not illuminate — it blinds! Just as the glaring headlights of an automobile oftentimes makes it impossible for you to see.

Light draws the eye to it; there is nothing that will distract the attention from a window display more than exposed lights; and these exposed lights dazzle the eyes of the prospective customer so that he does not clearly see the goods displayed.

If you wish to make a test, hold an electric lamp between your eyes and a picture or a newspaper. The effect of lighting windows with light sources visible will be quickly understood. The glare of the light is seen, but little of the picture or newspaper is visible.

Second, the light should be so located as to illuminate the things that are to be seen.

This seems elemental, but how often people read books or newspapers facing the light with the printing shadowed; and how often one sees show windows in which shadows hide some part of the display.

In order to properly conceal the light and to avoid objectionable shadows in show windows, the lamps should be so installed that the light comes from above and from the front. Usually this is at the ceiling or on the transom bar, just back of the glass.

Third, the light should be controlled. It should not be wasted where not needed, as on the sidewalk or on the ceiling, but should all be concentrated upon the display.

Many merchants waste fully half the light in their show windows. The lower part containing the trim is where the light is needed.

The light should be so controlled that it is even. A bar of light across the upper part of a display with the bottom half obscured by poor lighting ruins the work of the best of display men.

While the objective in show window lighting is to direct all light rays from the lamp onto the trim, it must not be so concentrated as to give a spotted effect. The trim should be flooded with an even, well-distributed light. Dark spots in a show window or a shadow across some part of it destroys its attractiveness.

Fourth, use plenty of light for light attracts.

PITTSBURGH SILVER-PLATED GLASS REFLECTORS

TO conceal the light source; to gather up all the light that with a bare lamp would be wasted and redirect it, concentrating it evenly upon the display plane; to deliver a flood of light where the illumination is desired; there is nothing that will equal "Pittsburgh" Reflectors.

There is, of course, no reflecting surface that approaches in effectiveness the mirrored surface of silver-plated glass.

"Pittsburgh" Reflectors are made of the finest quality crystal glass, clear and sparkling — blown in our own factory that we may control every step of the glass making.

Careful skill, developed by years of experience and a multitude of experiments, makes possible accurate design so that the light is properly controlled and directed.

The vertical flutings of "Pittsburgh" Reflectors prevent unpleasant shadows and assure evenness of lighting.

They are double-plated with pure silver, the high reflecting power of this mirrored surface being made permanent by a secret process that lays a sheet of copper over the silver. Finished in enamel, baked on.

DEMAND THIS DEFINITE SERVICE

When you invest in reflectors, as in anything else, you have a right to a definite service.

First. You should receive reflectors that from a given amount of current deliver the most illumination at the point where it is required.

Second. It is not enough that reflectors be efficient when *first* installed; your investment entitles you to full effectiveness during a long life.

Third. They should be easy to install without unnecessary expense for installation.

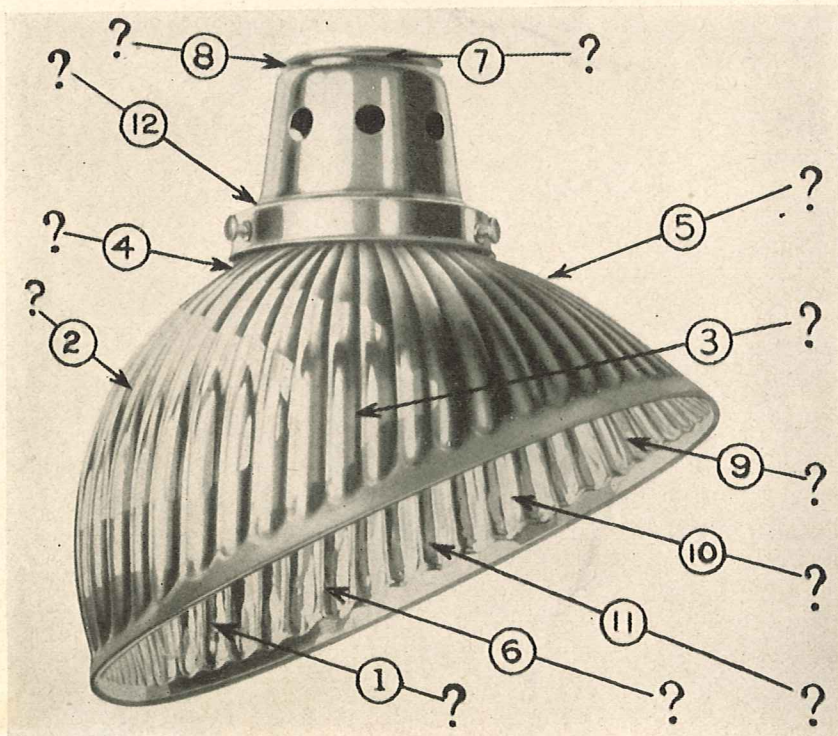
Fourth. Pleasing in appearance, harmonizing in size and finish with surroundings.

Fifth. Adequate assurance that your purchase will give entire satisfaction on these points.

Not only do "Pittsburgh" Reflectors check O. K. on every point — in effectiveness, durability, economy of installation, pleasing appearance and guaranteed satisfaction — not only are they proved best by every test — but the price is less than others.

That you may yourself compare "Pittsburgh" Reflectors with others, we set forth the following twelve specifications which we claim constitute a fair standard for reflectors. Any reflector that can measure up 100% on all these items is O. K. to buy.

But only "Pittsburgh" Reflectors meet this test.



THE 12 POINTS OF SUPERIORITY

1.

GLASS: Any color or impurity in glass absorbs some light and lessens the brilliancy of the lighting on the display plane. "Pittsburgh" Reflectors are blown in our own factory that we may control every step of the process; the result is "Pittsburgh" quality—a crystal glass that is clear, sparkling and uniform, which absorbs the minimum of light.

2.

SILVER PLATING: Pure silver is the best reflecting surface known, reflecting light with least loss through absorption. "Pittsburgh" Reflectors are double-plated with pure silver by a method resulting from fifteen years' experience. The amount of light absorbed by the silvered reflecting surface is but very little.

3.

PROTECTED BY A COPPER SHEET: Pure silver quickly darkens through contact with the air and loses its reflecting value. The "Pittsburgh" double coating of pure silver is protected, and the mirrored surface made permanently efficient, by secret processes which lay a thin sheet of copper evenly over the silver plating. The silver is protected on one side by the glass and on the other by the copper and paint.

The silver reflecting surface does not tarnish or discolor; it is unchanged and undimmed by time.

4.

GREEN ENAMEL: To provide a finish that will harmonize with a wide range of backgrounds and surroundings, the reflector is finished in enamel baked on at a high temperature.

5.

CONTOUR: The efficiency of a reflector depends largely on its contour.

Light rays are given off in every direction from the filament of the lamp; to get the greatest efficiency, all the light rays which would otherwise be wasted outside the field to be lighted must be gathered up and accurately redirected so as to fall *evenly* upon the display plane.

To so design a reflector as to accomplish this purpose calls for knowledge and skill that comes only from a multitude of experiments and long study.

That "Pittsburgh" Reflectors are unequalled in design is proved both by photometric tests and actual use. A study of the Marshall Field Window on the center pages of this book reveals the evenness of lighting and proves the accuracy with which "Pittsburgh" Reflectors are designed.

6.

VERTICAL FLUTINGS: To aid in the even distribution of the millions of rays of light, flutings are necessary. With the vertical flutings characteristic of "Pittsburgh" Reflectors, there can be but the one reflection before the light ray passes out of the reflector.

Any fluting which approaches the horizontal, such as a spiral, is bound to reflect some of the rays upward or across within the reflector, making necessary two or more reflections before these rays pass out, and there is some loss by absorption of light, with each reflection.

Vertical flutings used only in "Pittsburgh" Reflectors have been found by photometric tests to increase the efficiency of the reflectors about 15% as compared with flutings of other types.

7.

ORDINARY HOLDERS: "Pittsburgh" Reflectors are used with the ordinary 2¼" "O" (low) holder carried in stock wherever lamps are sold. No unusual, high-priced special holder is required.

8.

200-WATT LAMPS: 200-watt lamps can be used as recommended in "Pittsburgh" Reflectors without changing the distribution of the light. The substitution of the ordi-

nary form "H" (high) holder in place of the form "O" maintains the point of focus in the 200-watt lamp, in the same position as the 100-watt lamp with the "O" holder.

200-watt lamps cannot be used in other silvered glass reflectors without changing the distribution of the light; hence, there is loss of efficiency.

9.

ECONOMY: Economy in cost of operation and maintenance is important.

For a given amount of current, "Pittsburgh" reflectors furnish maximum illumination.

The clear glass of the reflector and the pure silvered, mirrored reflecting surface absorb the least light possible.

The accurate contour gathers up the rays of light and concentrates them *evenly* on the goods displayed.

There is no waste of light through use of flutings that cause light rays to be reflected back and forth within the reflector.

The maximum amount of light is delivered to the display plane.

The "Pittsburgh" process of protecting the silver plating with a sheet of copper assures long life for the reflector; the intense heat of modern lamps does not crack, check nor peel the backing nor tarnish the silver; except for accidents, no re-

placements are necessary. The full reflecting value of the reflector is assured throughout many years.

10.

PRICE: Because we have no fear that heat from the lamp will damage the reflector, the lamp may be drawn up close to the reflector neck. The point of focus of the lamp can be raised to the top of the reflector; therefore, a small reflector accomplishes what would require a large one if the point of focus were lower down.

A small reflector takes less glass-ware, less gas, less silver, less copper, less paint; more can be blown in a day and more can be put through the tempering ovens; more can be chipped off, ground, cleaned, silvered, coppered, painted, baked and packed; labor costs are less all along the line. Loss by breakage is less; packages cost less; freight is less. And you get a better reflector at a lower price.

11.

SMALLER SIZE: Wherever used, the smaller reflector fits into windows and other places to better advantage; and it is more easily concealed from view and less liable to breakage in use.

12.

GUARANTEE: "Pittsburgh" reflectors are absolutely and unconditionally guaranteed against the tarnishing or discoloration of the silvering, and against the cracking, checking or peeling of the backing during a period of five years from date of purchase.

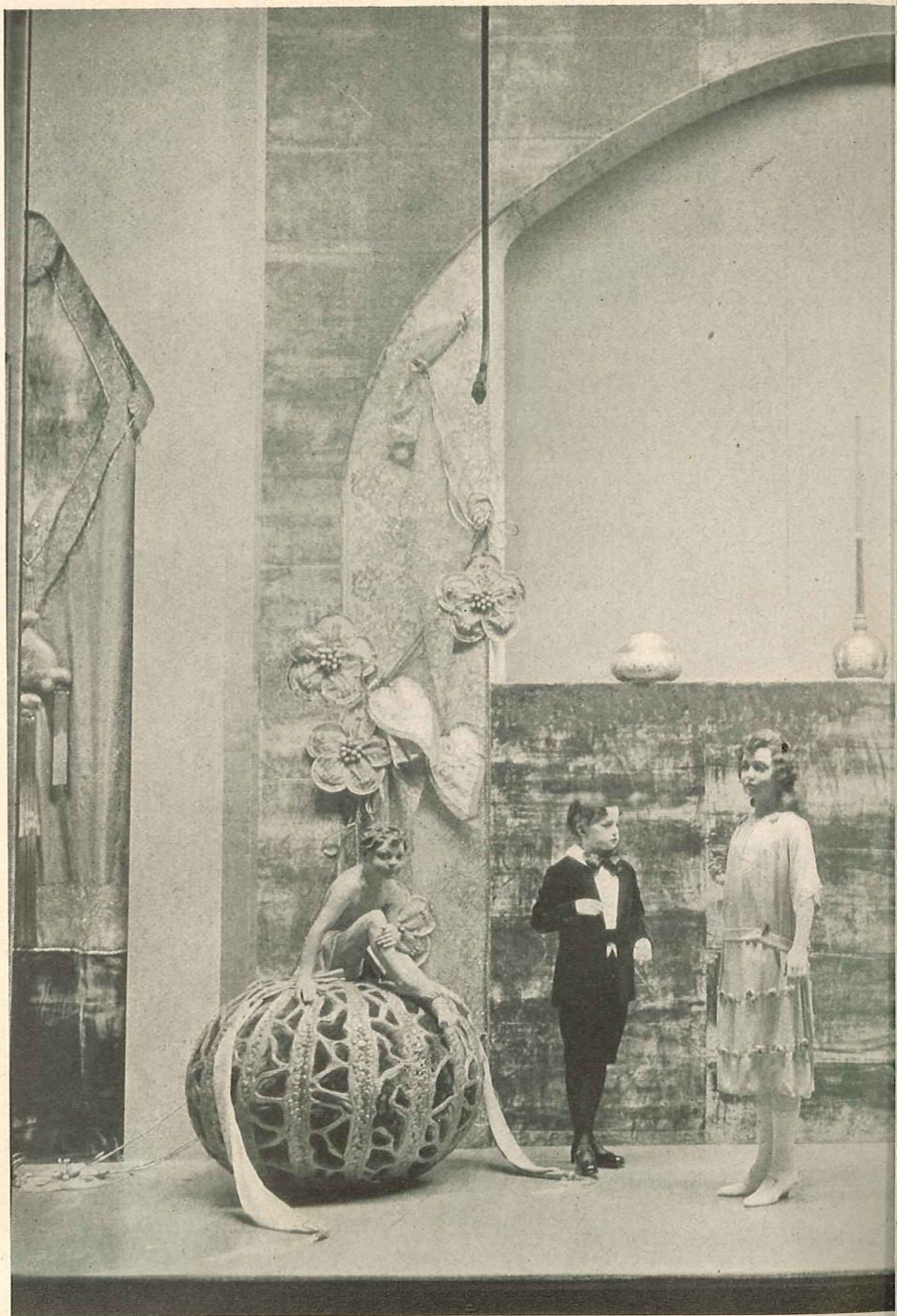
We began using the coppering process mentioned on page 14 on August 1, 1916; not a single "Pittsburgh" reflector made since that date has ever been reported to us as having the silvering tarnish or discolor or the backing crack, check or peel—in spite of this five-year guarantee.

Not only is the "Pittsburgh" guarantee an agreement to replace any goods of defective manufacture, but this record of perfection in manufacture throughout a period of eight years is assurance that no replacements will be needed.

Such a record of perfection in manufacture is unusual in any line.

And there is real satisfaction to users of "Pittsburgh" reflectors in knowing that not only are their windows most effectively lighted at the time the reflectors are installed, but that this wonderful lighting will be maintained at full effectiveness throughout a long period of years.

These are the twelve specifications against which reflectors should be tested. There is but one reflector that proves up 100% on every point—and that is "Pittsburgh"—"Proven Best by Every Test."



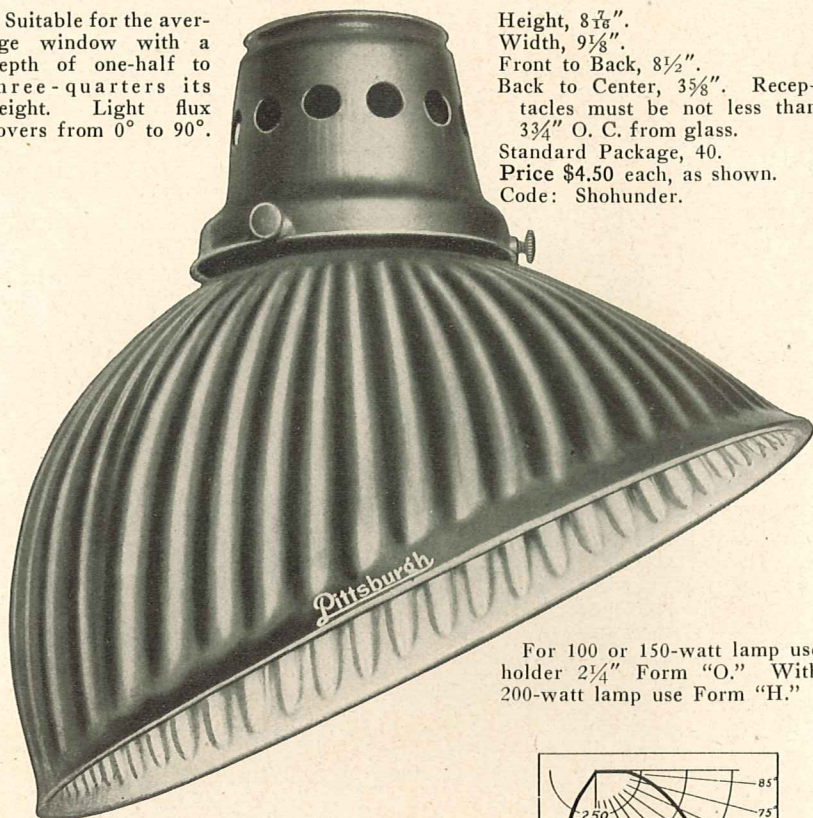
"Pittsburgh" Reflectors light the windows of stores of world renown. The a
Windows of Marshall Field & Co., Chicago, lighted by "Pittsburgh" Reflectors.



ve half tone is from an unretouched night photograph of one of the State Street
Notice the even distribution of light—a characteristic of "Pittsburgh" Reflectors.

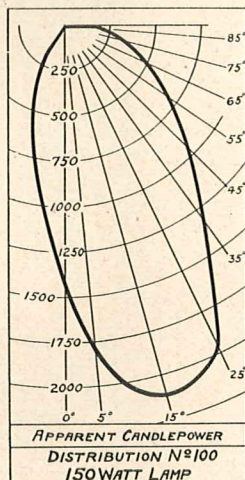
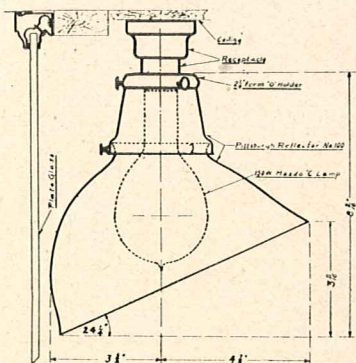
REFLECTOR No. 100

Suitable for the average window with a depth of one-half to three-quarters its height. Light flux covers from 0° to 90°.



Height, $8\frac{1}{8}$ ".
 Width, $9\frac{1}{8}$ ".
 Front to Back, $8\frac{1}{2}$ ".
 Back to Center, $3\frac{5}{8}$ ". Receptacles must be not less than $3\frac{3}{4}$ " O. C. from glass.
 Standard Package, 40.
 Price \$4.50 each, as shown.
 Code: Shohunder.

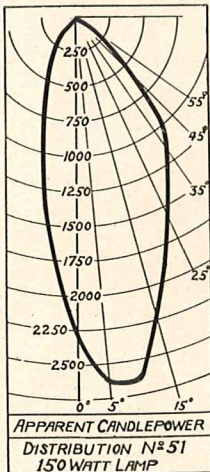
For 100 or 150-watt lamp use holder $2\frac{1}{4}$ " Form "O." With 200-watt lamp use Form "H."



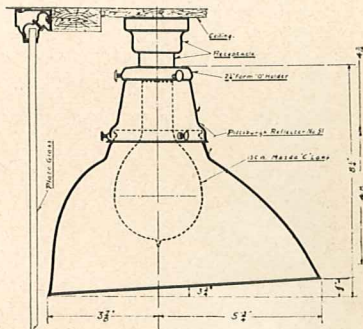
REFLECTOR No. 51

Designed for high, shallow windows, medium high trim, Island windows or windows with the upper part of the background of glass. Light cut off sharply on the 55° line.

Height, $8\frac{1}{8}"$.
Width, $9\frac{3}{8}"$.
Front to Back, $9\frac{5}{8}"$.
Back to Center, $3\frac{3}{8}"$. Receptacles must be not less than 4" O. C. from glass.
Standard Package, 32.
Price \$5.00 each, as shown.
Code: Shofone.



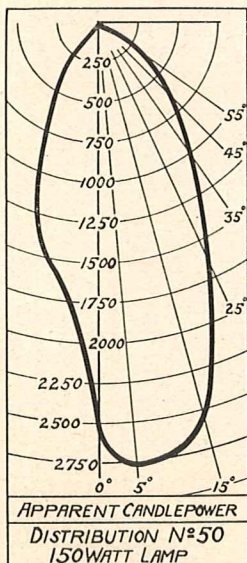
For 100 or 150-watt lamp use holder $2\frac{1}{4}"$ Form "O." With 200-watt lamp use Form "H."



Reflector No. 50



Designed for high, shallow windows, medium low trim, island windows or windows with the upper part of the background of glass. Same general class of windows as No. 51. Light cuts off sharply on the 55° line.



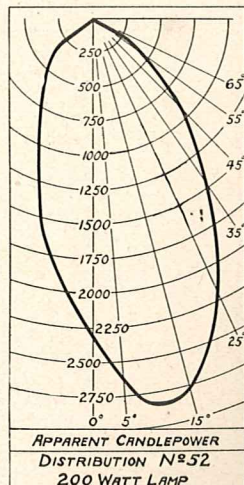
Height, $9\frac{5}{8}$ ".
 Width, $10\frac{1}{4}$ ".
 Front to Back, $9\frac{1}{8}$ ".
 Back to Center, $4\frac{3}{16}$ ".
 Receptacles must be not less than $4\frac{1}{4}$ " O. C. from glass.
 For 100 or 150-watt lamp use holder $2\frac{1}{4}$ " Form "O."
 With 200-watt lamp use Form "H."
 Standard Package, 28.
 Price \$5.25 each, as shown.
 Code: Shofaut.

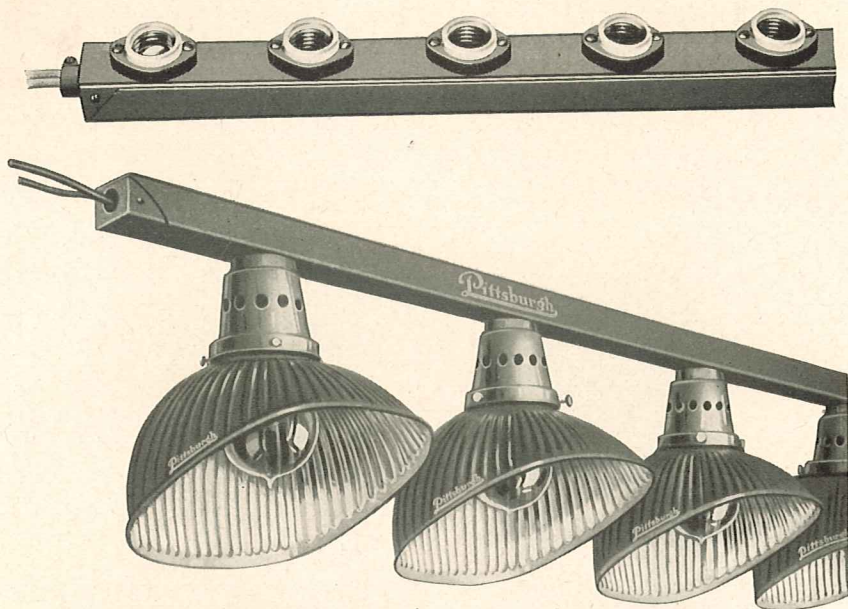
Reflector No. 52



Designed especially for use with the 200-watt Type "C" lamp.

Height, $8\frac{1}{8}$ ".
 Width, 9".
 Front to Back, $9\frac{1}{2}$ ".
 Standard Package, 32.
 Holder, $2\frac{1}{4}$ " "O."
 Lamp, 200-watt.
 (100-150-watt lamps require special holder.)
 Price \$5.00.
 Code: Shofitu.





**"PITTSBURGH"
"EASY-TO-INSTALL"
CONDUIT**

For "Pittsburgh" Show
Window Reflectors

Code: CONDAPTER.

Price, unwired, F. O. B. Irwin,
Penn., per receptacle:

With receptacles spaced up
to 12" centers.....\$2.00

Spaced more than 12" to 18"
center 2.20

More than 18" up to 24"
centers 2.30

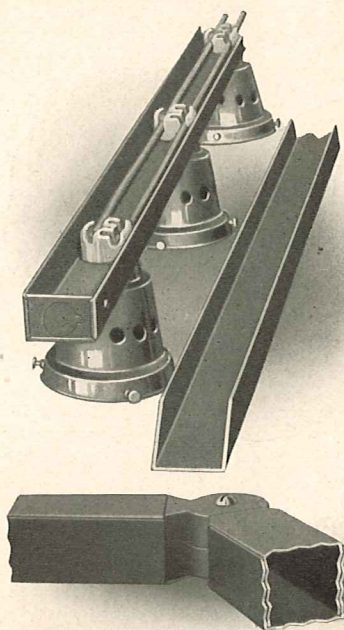
More than 24" up to 36"
centers 2.50

Brackets for Transom Bar,
each60

Code: CONBRACK.

Flexible Joints, each..... .40

Code: CONJOINT.



"EASY-TO-INSTALL" CONDUIT

Provides a time and money-saving method of installing lamps in show windows, especially when close centerings of the lamps are needed.

It is quickly installed, with very little work, being fastened to the ceiling by screws going directly through the conduit, or supported on brackets when attached to the transom bar.

If desired later, it can be taken down and used elsewhere, adding to it or taking away to fit the new requirements.

"Easy-to-Install" conduit avoids the necessity of cutting through the ceiling for each receptacle; and does away with the slow, tedious, expensive installation when otherwise it would be necessary to work in cramped quarters if the space above the show window ceiling is small.

It makes it possible to space all the lamps properly, getting the even distribution of light desired; joists and other construction above the ceiling, which oftentimes prevents even spacing of receptacles when installed the old way in the ceiling, do not interfere in the least when "Easy-to-Install" conduit is used.

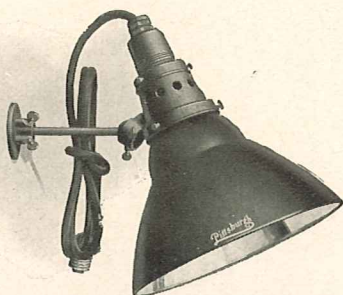
The "Easy-to-Install" conduit which is made to order to fit each job, consists of 20-gauge steel channel $1\frac{1}{4}$ " high by $1\frac{3}{4}$ " wide, fitted with the necessary porcelain receptacles either wired or ready to wire, and with or without shade holders for "Pittsburgh" reflectors.

Because it is better to wire the conduit on the job, thus avoiding damage to soldered connections which might occur in shipment, "Easy-to-Install" conduit is quoted unwired. The wiring of it, however, is very simple. The back member being lifted off, the binding screws in the receptacles are exposed; the wires can then be quickly skinned, attached to the screws and soldered.

Flexible joints are furnished for corners.

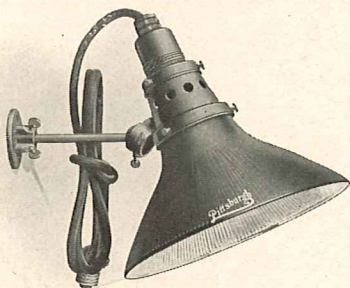
"Pittsburgh"

"PITTSBURGH" WINDO-SPOT

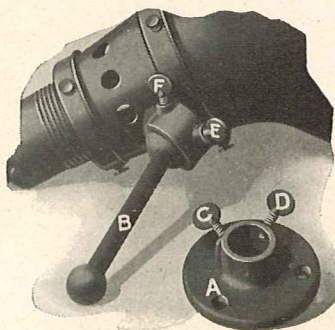


It is only the work of a few minutes to attach a Windo-Spot or Windo-Flood to a wall, ceiling or any horizontal or vertical surface.

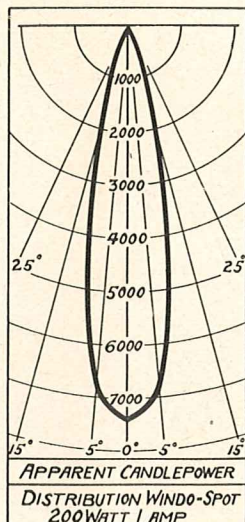
"PITTSBURGH" WINDO-FLOOD



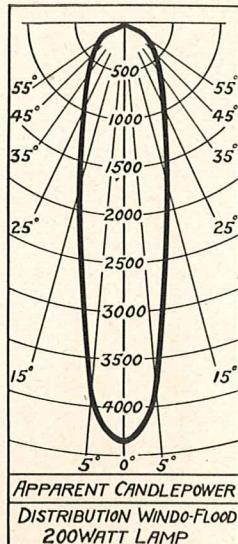
The Windo-Flood is exactly the same as the Windo-Spot except for the Reflector.



The Windo-Spot or Windo-Flood is easily and quickly installed. The flange (a) is attached to wall, ceiling or any other horizontal or vertical surface with screws or bolts. The ball of the extension arm (b) is inserted in flange (a) and thumb screws (c) and (d) are tightened. The spot can then be directed where you want it and thumb screws (e) and (f) tightened.



Windo-Spot gives a very even, highly concentrated center beam.



Windo-Flood furnishes an even center beam, less concentrated but covering a larger area.

WINDO-SPOT AND WINDO-FLOOD

The "Pittsburgh Windo-Spot" or "Windo-Flood" will make it easy for you to get many unusual lighting effects that will help attract crowds to your windows and concentrate the attention of "Window Shoppers" upon the things in which you wish to interest them.

You can handle the lighting of your windows as you would the lighting of a stage, bringing out by stronger light the most important points of your display.

Extremely effective also for the production of novel, attractive and interesting color effects.

The "Pittsburgh" Windo-Spot does not in any way take the place of standard show window lighting, but supplements it with a handy way of high-lighting those parts of displays which should be brought out more strongly.

It throws a flood of dim white light, or colored if Color-Lite is used, with a strong center spot. This center spot, while highly concentrated, is evenly distributed and free from all undesirable shadows. It is simple in construction; light in weight and portable; easily attached and removed; handy to operate and low in price.

It can be attached by screws or bolts to ceiling, wall or floor, or any horizontal or vertical surface.

Ball and socket joints allow the spot to be directed to any point within more than a half-sphere. The joints are locked by means of thumb screws.

It is equipped with "Pittsburgh" Reflector of glass, double plated with pure silver; the silver being protected by a thin sheet of copper; finished in enamel baked on at a high temperature.

The reflector is 10 inches across the opening; 15 inches from front of reflector to back of socket.

Type "C," 200-watt lamp must be used.

Code: Winspot; with Color-Lite, Winspocol.

The "Pittsburgh" Windo-Flood differs from the Windo-Spot only in design of the silvered glass reflector. It throws a flood of brighter light than the Windo-Spot, but the center beam has less intensity.

It is attached in the same manner as the Windo-Spot and is operated in the same way. A type "C" 200-watt lamp must be used.

Code: Winflud; with Color-Lite, Winflucolor.

Either Windo-Spot or Windo-Flood furnished complete, excepting lamp, and including 4 feet of cord with plug.

Price \$12.00 f. o. b. Irwin, Pa., or from your Electrical Contractor or Dealer.

Securely packed for shipment.

If wanted with Color-Lite, add \$3.00.



The Windo-Spots and the Windo-Floods can be used either fixed to the wall, floor or ceiling, or as portable Spots and Floods. For use as a portable—simply screw to a block of wood, large enough that it will not upset easily.

COLOR LIGHTING INCREASES RESULTS 40%

In the investigations made by the lighting engineers of the Edison Lamp Works and National Lamp Works, 36 tests were made in windows where colored lights and spot lights had not previously been used.

It was found that, for a given amount of electric current, colored light attracted about 40% more people to the displays than the same windows dressed in the same way without the colored light.

At Thanksgiving time, on Halloween and on other occasions when you can use color in your window displays appropriately and to good advantage, you will find that the best results are secured through use of "Pittsburgh" Color-Lites.

"PITTSBURGH" COLOR-LITE

The gelatine color film is held in place between two pressed steel rings, having retainer wires stretched across the openings of each ring, attached by handy springs.

Four gelatine films cut in discs to exactly fit the Color-Lite ring are included.

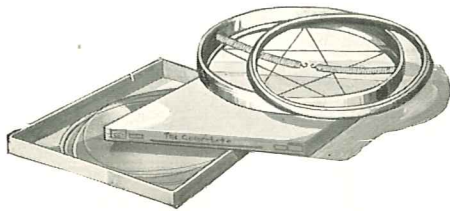
Being of gelatine, the films cannot damage valuable displays beneath them. This feature alone puts the Color-Lite beyond comparison with lighting equipment which depends upon colored glass as the color producing medium, for a single glass breakage might result in serious damage.

The standard colors furnished are red, amber, green and blue. These colors have been found to be best and allow wide possibilities in color blending when several Color-Lites are used in one window, in cove lighting or in an interior.



Color-Lite can be used with "Pittsburgh" Reflectors Nos. 51, 52 and 100; and with "Pittsburgh" Windo-Spot and Windo-Flood.

To attach, merely hook springs in holes of reflector holder; to remove, merely unhook. Neither lamp nor reflector need be removed.



Complete Color-Lite equipment consists of retainer frame with coiled springs, inner retainer and four color films in red, blue, green and amber. Price \$3.00 each. Standard package 36. Code: Colite. Extra gelatine sheets cut to fit Color-Lite 25c extra.

DIRECT AND INDIRECT

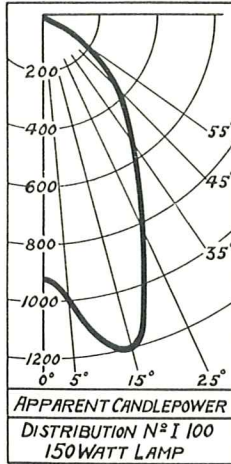
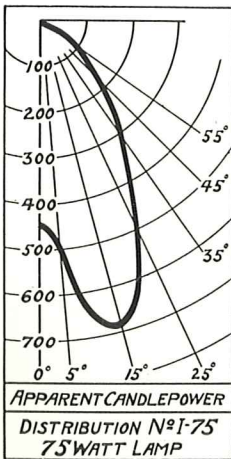


No. I — 75

Height $4\frac{3}{4}$ "
 Diameter $8\frac{1}{4}$ "
 Standard Package... 40
 Holder..... $2\frac{1}{4}$ " "H"
 Lamp 75-Watt
 Price \$2.50
 Code: Iseveli.

No. I — 100

Height $5\frac{7}{8}$ "
 Diameter $9\frac{3}{4}$ "
 Standard Package... 40
 Holder..... $2\frac{1}{4}$ " "H"
 Lamp 100-150 Watt
 Price \$3.00
 Code: Ihunder.



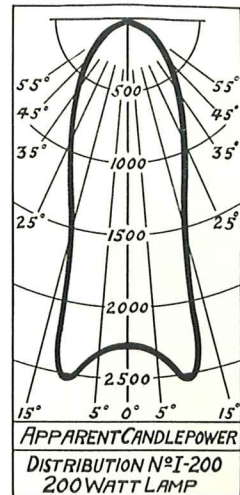
No. I — 200

Height $7\frac{3}{8}$ "
 Diameter 11"
 Standard Package... 40
 Holder..... $2\frac{1}{4}$ " "O"
 Lamp 200-Watt
 Price \$5.00
 Code: Ituhunder.



No. I — 500

Height 7"
 Diameter $14\frac{7}{8}$ "
 Standard Package... 15
 Lamp 400-500-Watt
 Price \$7.00
 Code: Ifihund.

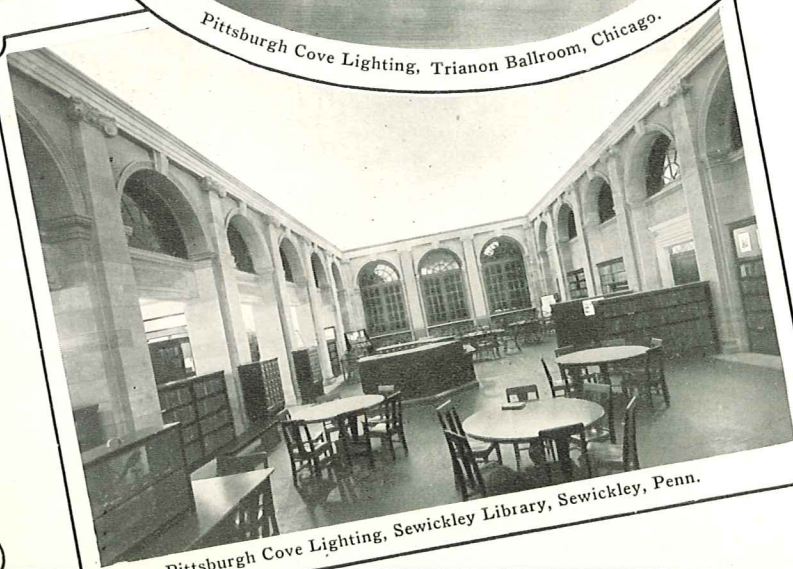




Pittsburgh Cove Lighting, Kermans, Inc., Chicago.



Pittsburgh Cove Lighting, Trianon Ballroom, Chicago.

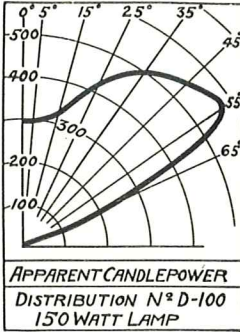


Pittsburgh Cove Lighting, Sewickley Library, Sewickley, Penn.



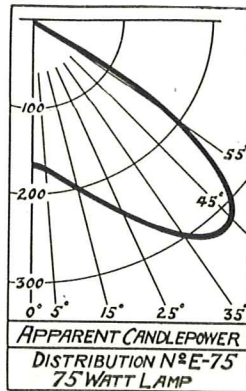
No. D — 100

Height $4\frac{1}{2}$ "
 Diameter 7"
 Standard Package... 40
 Holder..... $2\frac{1}{4}$ " "H"
 Lamp 100-150-Watt
 Price \$2.75
 Code: Dashunder.



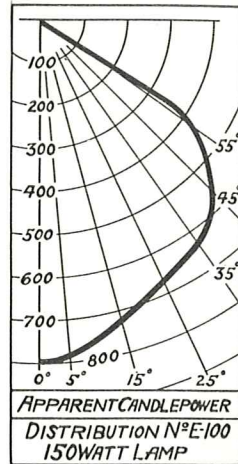
No. D — 200

Height $5\frac{3}{4}$ "
 Diameter $9\frac{1}{2}$ "
 Standard Package... 40
 Holder..... $3\frac{1}{4}$ " "O"
 Lamp 200-Watt
 Price \$3.25
 Code: Dastuhund.



No. E — 100

Height $6\frac{1}{8}$ "
 Diameter 8"
 Standard Package... 28
 Holder..... $2\frac{1}{4}$ " "H"
 Lamp 100-150-Watt
 Price \$3.00
 Code: Ehun.



No. E — 75

Height $4\frac{3}{4}$ "
 Diameter $6\frac{1}{2}$ "
 Standard Package... 32
 Holder..... $2\frac{1}{4}$ " "H"
 Lamp 75-Watt
 Price \$2.00
 Code: Esefi.



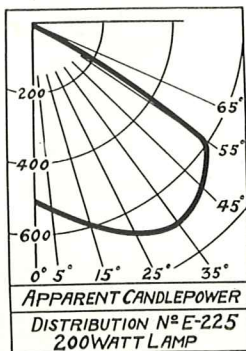
No. E — 200

Height 9"
 Diameter 8⁷/₈"
 Standard Package... 28
 Holder..... 2¹/₄" "O"
 Lamp 200-Watt
 Price \$3.75
 Code: Etuhun.



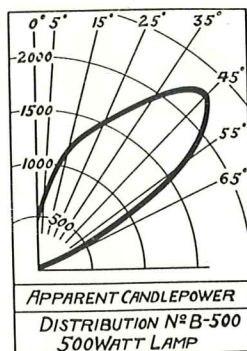
No. E — 225

Height 7³/₄"
 Diameter 9¹/₂"
 Standard Package... 40
 Holder..... 2¹/₄" "O"
 Lamp 200-Watt
 Price \$3.75
 Code: Etutufi.



No. B — 100

Height 5"
 Diameter 8⁷/₈"
 Standard Package... 40
 Lamp 100-150-Watt
 Price \$4.00
 Code: Beedashun.



No. B — 500

Height 6¹/₄"
 Diameter 11¹/₂"
 Standard Package... 32
 Lamp 300-500-Watt
 Price \$5.00
 Code: Beefihun.



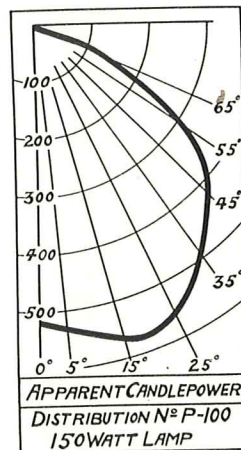
No. P — 100

Height 3³/₈"
 Diameter 6¹/₂"
 Length 7"
 Standard Package... 24
 Holder..... 2¹/₄" "H"
 Lamp 100-150-Watt
 Price \$2.75
 Code: Pahund.



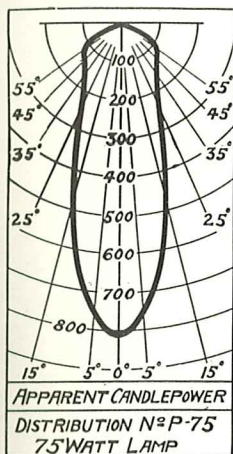
No. 25

Height 4¹/₄"
 Width 4¹/₄"
 Front to Back..... 5"
 Standard Package... 40
 Holder..... 2¹/₄" "O"
 Lamp 25-50-Watt
 Mill Type
 Price \$2.50
 Code: Tufie.

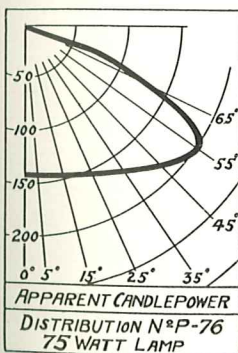




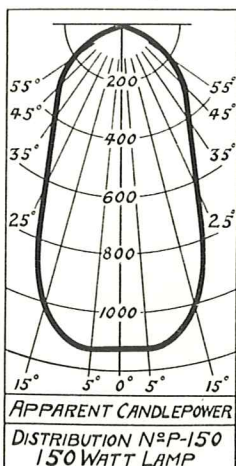
No. P — 75
 Height 3"
 Diameter 6 3/4"
 Standard Package... 48
 Holder..... 2 1/4" "O"
 Lamp 75-Watt
 Price \$3.00
 Code: Pasefy.



No. P — 76



No. P — 150
 Height 3 7/8"
 Diameter 7 1/2"
 Length 7 1/2"
 Standard Package... 24
 Holder..... 2 1/4" "H"
 Lamp 100-150-Watt
 Price \$3.25
 Code: Pahunfy.



No. P — 76

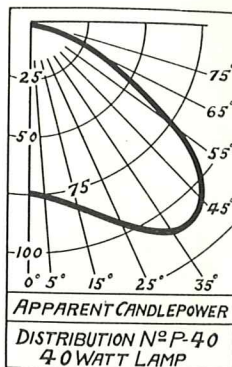
Height 3"
 Diameter 4 3/4"
 Standard Package... 48
 Holder..... 2 1/4" "H"
 Lamp 75-Watt
 Price \$2.50
 Code: Pasesix.

No. P — 200

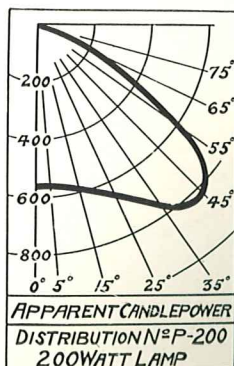
Height 4 1/4"
 Diameter 7 1/2"
 Length 8"
 Standard Package... 24
 Lamp 100-150-Watt
 Holder..... 2 1/4" "O"
 Lamp 200-Watt
 Holder 2 1/4" "H"
 Price \$3.75
 Code: Patuhund.



No. P — 40
 Height 2 3/4"
 Width 4 1/4"
 Length 5 1/2"
 Standard Package... 48
 Holder 2 1/4" "O"
 Lamp 25-50-Watt
 Price \$2.50
 Code: Pafort.



No. P — 200



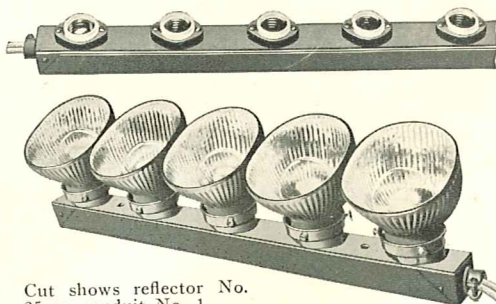
"EASY-TO-INSTALL" CONDUIT No. 1

Per receptacle, unwired, receptacles spaced up to 12" centers \$2.00; 12" to 18" \$2.20; 18" to 24" \$2.30; 24" to 36" \$2.50.

Code: Condotone.

Brackets for transom bars 60c each. Code: Conbrack.

Flexible joints 40c each. Code: Conjoint

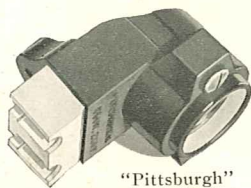
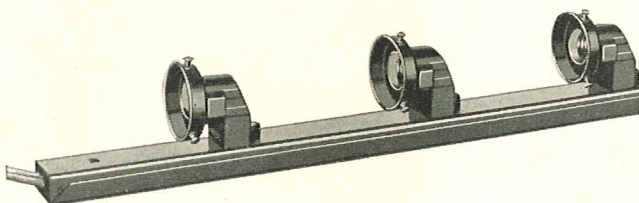


Cut shows reflector No. 25 on conduit No. 1.

"EASY-TO-INSTALL" CONDUIT No. 2

Equipped with "Pittsburgh" angle sockets. Adapted to use with "Pittsburgh" reflectors Nos. P-75, P-76, P-40.

Per receptacle, unwired, spaced up to 12" on centers \$2.40; 12" to 18" \$2.50. Code: Conditu.



"Pittsburgh" Angle Socket



Shows Conduit No. 2 with Reflector No. P-40

FLOOD LIGHTING

FLOOD-O-LITE

Height	26"	Depth	10"
Width	26"	Weight.....	50 lbs.
Price — Model B, 500-Watt...	\$60.00		
Code — Fludofi			
Model A, 1000-Watt.....	\$70.00		
Code — Fludoten			



